

# Southerners Host Outdoor Events

Baltimore, Md., Kresge 20 — There was a lot of excitement in the store one day when two customers turned their French poodle dogs loose in the store while they shopped. . . . Because of a city newspaper strike, staffers put advertising circulars in every customer's bag.

Washington, D. C., Kresge 54 — The reopening ribbon of Kresge 54 was cut by Ray Ledmon, a 37-year Kresgeite from 54. Kresge 54 was destroyed by fire in 1964 and reopened April 22.

## Kresge 56 Displays 'Outstanding Citizenship'

Louisville, Ky., Kresge 56 — Employees of Kresge 56 were awarded the Outstanding Citizenship Award by the United Appeal for their 100 percent participation in the Fair Share Club. It was presented to Lucille Higgins (KRESGE NEWS reporter), chairman, and Francis Carter, assistant chairman, by the Boy Scouts of America.

Lexington, Ky., Kresge 79 — Reporter Estaline Harris wrote: "Our hats are off to Assistant Manager Charles Phipps (now at 4076, Evansville, Ind.), for starting a worthwhile project at 79. For 1,800 empty cigarette packages a small blind boy may have a seeing eye dog. Every employee is saving the empty packages and asking friends and relatives to save them also. It doesn't cost anything or take much effort except a moment of thoughtfulness. It really makes one feel good to have a project of this type going in your store."

Faducub, Ky., Kresge 112 — The first week in May was Annual Clean-Up and Paint-Up Week in Faducub and Manager Wilbur Mortimer's picture appeared in the local newspaper with other merchants to kick off the event. The merchants were pictured sweeping up the downtown area. . . . Memorial Day weekend featured city-wide Coupon Days, May 27-29. . . . Staffers plan an annual summer picnic on Kentucky Lake with water skiing, boating, swimming and eating the main events.

Owensboro, Ky., Kresge 363 — The staff member sold the most Easter corsages won an orchid corsage for herself. . . . Enthusiasm is high at 363, wrote KRESGE NEWS Reporter Mary Ellen Ams. Staffers' motto is: "We wear, we sell," as they model ready-to-wear fashions.

Norfolk, Va., Kresge 439 — The ready-to-wear department is a riot of color with new summer merchandise arriving every day.

Hampton, Va., Kresge 553 — Manager Emil C. Mahler, president of the Riverdale Plaza Association, presented a certificate, worth \$50 to the lucky customer whose ticket was drawn at the Easter egg hunt promotion.

Norfolk, Va., Kresge 660 — Manager Arthur E. Bertinet was the guest of Betty Cole at the Vocational Office Training Banquet for Princess Anne High School. The banquet was held at Pine Tree Inn. . . . Rose Westwood is in charge of the newly-installed photo studio.

## 695 Announces New Reporters

Hagerstown, Md., Kresge 695 — New KRESGE NEWS store reporters are Joan Jones, jewelry department, and Carol Jean Wold, hosiery department.

Merchants of the Long Meadow Shopping Center sponsored carnival rides, with participating stores giving out ride tickets to customers. Rides included were the merry-go-round, ferris wheel and kiddie cars.

Atlanta, Ga., Kresge 700 — The annual picnic was a family affair with all Atlanta Kresge and K mart stores attending.



Bonnie and Connie Page, K mart 6964, Lynchburg, Va., hold two dogs from the store's booming pet department. Begun as a traffic incentive, the department has sold over 70 A.K.C. registered dogs.



K mart 4864, Lynchburg, Va., held the first area dog show to the accolades of dog lovers. Manager Charles H. Shingler (center) poses with the Best in Show and Best in Obedience dogs and owners.

## 3004, 3007 Form Bowling Team

Ponce, Puerto Rico, Kresge 3007 — Managers and assistants from Kresge 3004, Ponce, and Kresge 3007 teamed up to bowl in the "700 League." At last report, the team was tied for second place. Bowlers are: Manager Howard D. Boldman, Assistant Manager Warren Wilson, both of 3007; Manager John Winslow, Assistant Managers Forrest Gothardt and James Bellamy, of 3004.

Little Rock, Ark., Kresge 702 — A local garden club member reported that flowers, grown from bulbs purchased from 702, won first prize in a flower show. The winning flowers were Majestic Pink Dahlias. . . . Sharkskin skirts were best sellers for Mother's Day, related Bernice Tillman, ready-to-wear department head. . . . Eunice Ashmead, pets, reported an enlarged pet department and a rise in sales of tropical fish. Manager Donald E. Horton proudly announced that his pair of Bettas, purchased at 702, spawned some baby Bettas.

Orlando, Fla., Kresge 740 — Employees are planning the annual store picnic for July and hope to go to the beach. . . . Kresge 740 held a sidewalk sale in May. . . . Irene Dalton promoted National Baby Week in her department.

## Festival of Art Is Hit at 744

Oklahoma City, Okla., Kresge 744 — Penn Square hosted the annual Festival of Art on May 8 and 9 on the mall where oil paintings, water colors, sculpture and modern art were displayed. The festival always attracts large crowds to the center and this year customers were judges, casting ballots for their favorite works of art. In addition, local singing and dancing groups performed throughout the day. Sales activity was hot in the food department where submarine sandwiches sold faster than three staffers could make them. Artists flocked to the hardware department to purchase drapery hangers to hang their pictures. . . . A new top publicized on television — the Zoomerang — went over big with the first supply depleted almost as soon as it was put on the counter.

Fort Worth, Tex., Kresge 761 — Kresgeites dressed up in their saniest outfits for the Richland Plaza's annual Crazy Days, May 13 through May 15. Prizes were awarded to the employees with the craziest outfits.

## Colorado's Miss Wool Visits K mart 4029

San Angelo, Tex., K mart 4029 — Miss Wool of Colorado, Sandra Kay Harris, visited 4029 one morning to talk with shoppers. As a sponsor of the Miss Wool of America Contest, K mart 4029 was honored with contestants and other sponsors at a luncheon the same day at the Town House Hotel.

Hot Springs, Ark., K mart 4046 — Margaret Schwyhart, regional personnel supervisor who hired 4046's personnel before its opening, paid the store a surprise visit.

Charlotte, N. C., K mart 4053 — The employees golf tournament on May 16 drew the staff in full force. Prizes were won by Colon Cooper, hardware manager, and Craig Richards, home improvement manager. . . . A hardware clinic was held for Managers of 4016, Greenville, S. C.; Columbia, S. C.; 4075, Raleigh, N. C., and 4060, Charlotte. . . . Neighboring stores attended an advertising meeting at 4053 to plan the July 4 tabloid promotion.

Charlotte, N. C., K mart 4060 — K mart 4060 has four detectives and a KRESGE NEWS reporter, all trying to make the New York Times, related Reporter Sandra Humphrey. She explained: "Assistant Managers Derwood Aydlotte and Marion Green started to unlock the store on a rainy morning when George Hill, stockroom, pointed out a safe on the sidewalk. A number of employees gathered around to look at the 500-pound safe. Since it had never been seen before, it was decided that the police should be notified. After the patrolman arrived, Sandra Humphrey, store reporter, believing she was reporting her first real big story, proceeded to take a number of snapshots. After several attempts to lift the safe into the police car failed, it was rolled to the stockroom for safe keeping. About this time Manager Richard J. Thery arrived and set everything straight. The safe had been installed by the Kodak Processing Laboratories so that film could be left by our camera department for night pick-ups. Everyone involved in the "mystery" felt a little ridiculous but it sure did give some color to our store — red faces!"

Atlanta, Ga., K mart 4072 — Wilma McLean, personnel supervisor, began a project of saving empty cigarette packages which has become a store-wide effort. A certain amount of the packages will purchase a wheel chair for an invalid. . . . Bobby Buckalew, sporting goods manager, planned and executed an outdoor sporting goods show which was highly successful, said Reporter Barbara Smith. He was assisted by Shirley Nunn. . . . Promotions include: Donna Rogers to head bookkeeper, Ann Johnson to bookkeeper, Bobbie Swamy to check-out supervisor and Jean Turner to patio department manager.

Clarksville, Ind., K mart 4073 — Two truckload sales proved to be big successes in May, said Reporter Jerry Kennedy. One featured lawn furniture and one promoted fans.

## 2,000 Attend 4084's Dog Show

Lynchburg, Va., K mart 4084 — The first dog show held by K mart 4084 turned out to be more than a success, said Reporter Louise Truxell. More than 75 owners showed their purchased dogs to over 2,000 people. Area dog owners were especially pleased and thanked the store for its efforts. More than five dogs were sold and the hot dog stand grossed big profits, Reporter Truxell added.

Charlottesville, Va., K mart 4090 — "Along with Easter and Mother's Day, spring and summer were welcomed to 4090 with the Dogwood Festival. The festival brought about a hectic situation one Saturday night just before closing. A busload of students, out-of-town twirlers that had been in the parade that day, arrived for a late snack. In less than five minutes this reporter (Rachel Rinehart) found that not one employee or manager was where they normally were. Supervisors and assistant managers helped cook hamburgers and make malts in the snack bar and others had temporarily taken their positions. The normal closing hour is 10 p.m., but staffers said good-byes to their guests at 10:30 p.m."

Petersburg, Va., Jupiter 4548 — Manager William E. Martin qualified for a nationwide telecast bowling tourney.



Chicago Bears star Doug Atkins, pictured with Manager John J. Goudie, 4071 Marietta, Ga.



Kresge 713, Atlanta, Ga., ties its Fun in the Sun event in with center promotion. Staffers (l to r) April Huffman, Celeste Chambers, Doreen Serratt, Opal Sweat and Wanslie Peace model styles.



Customers follow the footsteps and youngsters to Buster Brown counter at 700 in Atlanta, Ga.